



Western Kentucky University  
Marketing Campaign 2013-2014

*It's all within your reach!*





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This catalog contains a selection of some of the pieces created for the 2013-14 “It’s All Within Your Reach” marketing campaign. The campaign was completed entirely in-house, from concept to execution, including all market research, graphic design, and media buys. In addition, models and subjects selected for these publications and advertisements are WKU students.


The primary message of the campaign revolved around the total college experience. Students and their parents have high expectations for what the college experience should be. They are concerned about finances, time to graduation, and job prospects after graduation. Students want assurances that they will have access to their advisor and to their professors, and they are curious about campus life and how they can get involved. Parents want assurances that the campus is safe and that the student will have good employment prospects upon graduation. This campaign acknowledges their myriad expectations and creates the promise that it’s all within their reach.

Visit the WKU Marketing and Communications website:  
[www.wku.edu/marketingandcommunications](http://www.wku.edu/marketingandcommunications)

Or the campaign microsite: [www.wku.edu/reach](http://www.wku.edu/reach)



**It's all  
within  
my reach.**



**I want  
real world  
experience.**



**I want to  
prepare for  
success.**



**I want to  
impact the  
world.**



600 x 200



**It's all within  
my reach.**



**I want real world  
experience.**



**I want to prepare  
for success.**



600 x 100



I want to  
earn a degree  
**close  
to  
home**



[wku.edu/glasgow](http://wku.edu/glasgow)

For more than 25 years, WKU Glasgow has been dedicated to providing access to higher education and improving the quality of life in the communities that we serve.

WKU Glasgow offers associate, bachelor, and master degrees and certificate programs. Courses are offered in multiple delivery options: face-to-face, IVS (interactive video services) and online.

WKU Glasgow is seeking community partnerships and offers meeting space.

**Contact us today** for an academic or career advising session!

*It's all within my reach!*

1.937 x 9.375



**Community College Transfer Scholarship**  
Deadline: November 1st for spring admission. Apply Now!



850 x 77



**I want to earn  
a degree close  
to home.**



**WKU**  
Owensboro



**I want flexibility  
and a degree.**



**WKU**  
Glasgow

600 x 315

**Community  
College  
Transfer  
Scholarship**

Deadline: April 1st  
for fall admission  
**Apply Now!**

**Earn up to  
\$4000**



For additional information  
on transfer scholarships, visit:  
[wku.edu/scholarship/transfer.php](http://wku.edu/scholarship/transfer.php)

*It's all within my reach!*



600 x 900

**Complete  
your  
degree  
at WKU.**

*It's all within  
my reach!*



600 x 700



## Apply for **Housing**




**Be Social!**

**Ask questions!**

**Visit:**  
[social.wku.edu](http://social.wku.edu)

## Join our **private community** on Facebook to **meet** new friends!






www.wku.edu



**I want to lead  
by example.**  
*It's all within my reach!*



**I want to  
get involved.**  
*It's all within my reach!*



**The WKU Freshmen Scholarship  
Deadline is January 15!**

Your application for admission is also your  
scholarship application.

Apply today: [wku.edu/freshmen](http://wku.edu/freshmen)  
#wku19

*It's all within my reach!*





**It's not  
too late  
to apply.**

*It's all within  
my reach!*



**Schedule your  
campus  
visit.**

*It's all within  
my reach!*



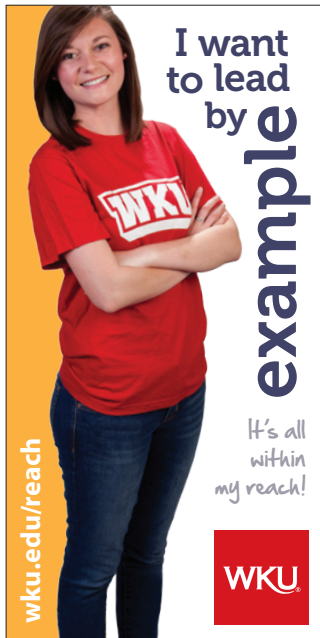
612 x 612



180 x 150



600 x 600



5.16 x 10.25 H L College Guide



5 x 9.70 C J College Guide



8.125 x 10.875 Kentucky Monthly



10 x 13.5



5.5 x 8.5 On Stage 4 color



8.375 x 10.875 Com. Ed. Magazine



8.75 x 11.25 Parent Magazine



3.22 x 5 black and white  
Kentucky Magazine



# I want to earn a degree close to home.

**WKU Community College Transfer Scholarship Deadline:**  
November 1 for spring admission. [Earn up to \$4000]  
Contact us today for an academic or career advising session!  
**RPC room 130 | 270.706.8870**

*It's all within  
my reach!*

**[wku.edu/etown-ftknox](http://wku.edu/etown-ftknox)**



10 x 5 - 2 spot color

WESTERN KENTUCKY UNIVERSITY  
**Joint Admissions**  
SCC + WKU

*It's all  
within  
your reach!*



 **Joint Admissions**  
Bowling Green | Elizabethtown-Fort Knox  
Glasgow | Owensboro

WESTERN KENTUCKY UNIVERSITY  
**Joint Admissions**  
ECTC + WKU


*It's all  
within  
your reach!*




 **Joint Admissions**  
Bowling Green | Elizabethtown-Fort Knox  
Glasgow | Owensboro

WESTERN KENTUCKY UNIVERSITY  
**Joint Admissions**  
SKYCTC + WKU


*It's all  
within  
your reach!*




 **Joint Admissions**  
Bowling Green | Elizabethtown-Fort Knox  
Glasgow | Owensboro

WESTERN KENTUCKY UNIVERSITY  
**Joint Admissions**  
HCC + WKU

*It's all  
within  
your reach!*



 **Joint Admissions**  
Bowling Green | Elizabethtown-Fort Knox  
Glasgow | Owensboro

**Meet** other students!

**Connect** with **wku.edu**

**Find** a roommate!

**Ask** questions

**Join**  
social.wku.edu

**Visit**  
wku.edu/freshmen



**Follow** WKU News & Events: **wku.edu/news**



**Private facebook community:**  
<http://social.wku.edu> *and* [facebook.com/wku2018](https://www.facebook.com/wku2018)



@wku, @wku2018, @wkuadmissions,  
@wkuatp, @wkuhrl



@wku, #wku18

Looking to connect with a  
**WKU department?** Visit: **wku.edu/social**  
for a complete social media directory.



Business Card - Social Media

wku.edu/etown-ftknox

# I want flexibility and a degree.

For more than 50 years, WKU Elizabethtown-Fort Knox has been dedicated to providing access to higher education and improving the quality of life in the communities we serve.

**WKU is ranked #1 in Kentucky and #7 in the nation** as a Best For Vets 4-year college by *Military Times Edge Magazine*, and has been designated as a Military Friendly School every year since 2009 by G.I. Jobs Magazine.



## WKU Elizabethtown-Fort Knox Offers:

**Wide Selection of Degrees:** Bachelor's degrees, master's degrees and certificate programs.

**Flexible Course Delivery Options:** Face-to-face, IVS (interactive video services), on demand and online.

**Special Tuition Rate:** All active duty service members from all branches receive a special tuition rate of \$250 per credit hour.

**Course Credit for Military Experience and Training:** Contact an advisor for a free transcript evaluation.

**Textbooks for Troops:** For eligible military students, you may qualify for free textbooks that are loaned to you.

**Contact us today for an academic or career advising session!**

*It's all within my reach!*



**Fort Knox**  
Briscoe Hall Bldg. 1174 | 270.351.1192

**Elizabethtown**  
610 College Street Road | 270.706.8870



8.5 x 5.5 Enrollment Management



8.5 x 5.5 Enrollment Management



8.5 x 5.5 Housing



**STOP! You're walking away from free money.**

*It's all within my reach!*

**WKU**

wku.edu/freshmen  
#wku18

8.5 x 5.5 Freshman Scholarship



**Schedule your campus visit.**

Meet other students online!  
Visit [social.wku.edu](http://social.wku.edu)

wku.edu/freshmen  
#wku18

**WKU**

8.5 x 5.5 Enrollment Management

**Be Social!**

**Connect!**

**Start today!**

**Find Friends!**

**Join our WKU private community**  
on Facebook now to **start** connecting with friends and classmates before you arrive on campus.

Visit [social.wku.edu](http://social.wku.edu)  
#wku18

**WKU**

8.5 x 5.5 Enrollment Management



wku.edu

**I want to impact the world.**

It's all within my reach!

WKU



wku.edu

**I want to get involved.**

It's all within my reach!

WKU



wku.edu

**I want personal attention.**

It's all within my reach!

WKU



wku.edu

**I want a successful future.**

It's all within my reach!

WKU

sizes vary



Envision  
your

future

WKU | wku.edu

Impact  
the

world

WKU | wku.edu



Prepare  
for  
**success**

WKU® | wku.edu

Lead  
by  
**example**

WKU® | wku.edu

It's all  
**within**  
your  
**reach**

WKU® | wku.edu

**WKU®**

wku.edu



**WKU TV :30**  
**WKU Experience**  
<http://bit.ly/1psrzC9>

I want my college experience to be fun...  
 Diverse...and academically challenging.

I want a school...  
 That impacts the world  
 Is Welcoming  
 Affordable and provides a safe  
 Memorable and  
 Personal experience

A place where my professors know  
 my name and where I feel right at home

But most of all, I want to find the key  
 To a successful future

It's all within my reach  
 At Western Kentucky University

**WKU TV :30**  
**Major Decision**  
<http://bit.ly/1yaTO7p>

Choosing a college is a major decision.

So why did I choose WKU?

Because at WKU I learn from professors  
 who are experts in their field.

I'm encouraged to study abroad,  
 And make the whole world  
 my classroom...

Where I get real-world experience

Doing exactly what I want to do.

And where I have all the tools I need  
 to prepare for a successful future.

It's all within my reach at  
 Western Kentucky University

**WKU TV :30**  
**More than a beautiful campus**  
*(in production)*

WKU is more than a beautiful campus

It's a place where I'm encouraged  
 to get involved

in the things that interest me the most.

Where I can stay fit and active, and  
 hang out with the coolest mascot around.

Where I'm encouraged to be a leader  
 both in and out of the classroom.

And where I'm making friendships  
 that will last a lifetime.

But don't just take my word for it.

Come experience it for yourself!

It's all within your reach at  
 Western Kentucky University.

**:30 Radio Script – *It's all within my reach - v1***

Where to go to college is a MAJOR decision. So why did I choose WKU?  
 Because I want a school that's academically challenging and that impacts the world.  
 A place where the opportunities are endless, yet it's affordable and provides a memorable and personal experience  
 where my professors know my name.  
 But most of all I want to find the key to a successful future.  
 It's all within my reach  
 At Western Kentucky University  
 Visit [wku.edu](http://wku.edu) to learn more.

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**:30 Radio Script – *It's all within my reach v2***

Where to go to college is a major decision. So why did I choose WKU?  
 Because at WKU my professors are experts in their field.  
 I'm encouraged to study abroad...and make the whole world my classroom,  
 And I get real-world experience doing exactly what I want to do.  
 Most importantly, I have all the tools I need to prepare for a successful future.  
 It's all within my reach  
 At Western Kentucky University  
 Visit [wku dot edu](http://wku.edu) to learn more.

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**:30 Radio Script--*It's all within my reach v3***

There's something special about being a Hilltopper. It's more than a beautiful campus...it's knowing I'm getting real-world  
 experience doing exactly what I want to do.  
 It's feeling safe to express myself in an academically challenging environment that helps me impact the world.  
 It's learning from professors who are experts in their field, yet still know my name.  
 A place where opportunities are endless, and I have all the tools I need to prepare for a successful future.  
 It's all within my reach at WKU. Apply now for Spring 2015 admission!  
 Visit [WKU dot edu](http://WKU.edu) to find out more.



It's all within your reach!